lamps, lamps, LEDs or the like can be used. One forward illuminating device may be disposed at either upper or lower side instead of disposing a pair of **18***a* and **18***b* at both upper and lower sides.

[**0087**] [Liquid Crystal Display Device and Switch Liquid Crystal Display Device]

[**0088**] The liquid crystal display device **16** and switch liquid crystal display device **112** function as the second and third display means respectively in the present embodiment.

[**0089**] As shown in **FIG. 2**, the liquid crystal display device **16** and liquid crystal switch display device **112** are disposed as overlapped with each other so that they are positioned on the front side of the rotatory reels **2***a*, **2***b* and **2***c* of the pachi-slot machine. In other words, as shown in **FIG. 2**, the liquid crystal display device **16** as the second display means and the liquid crystal switch display device **112** as the third display means are integrally provided.

[**0090**] Explanation will first be made as to the liquid crystal display device **16** as the second display means by referring to **FIGS. 3 and 4**. **FIG. 3** is a schematic diagram showing a vertical cross-sectional view of the liquid crystal display device **16**, and **FIG. 4** shows schematically the liquid crystal display device **16** viewed from its front side.

[**0091**] As shown in **FIG. 3**, the liquid crystal display device **16** includes a liquid crystal panel **19**, a light guiding plate **20** and a reflecting plate **21**, sequentially from the front side of the pachi-slot machine. At upper and lower sides of the light guiding plate **20**, light sources **22***a* and **22***b* made of fluorescent lamps, lamps, LEDs or the like are provided.

[**0092**] As shown in **FIG. 4**, areas of the liquid crystal display device **16** corresponding to the display windows **3***a*, **3***b* and **3***c* of the rotatory reels **2***a*, **2***b* and **2***c* constitute transparent display units **23***a*, **23***b* and **23***c* which transparently display symbols drawn on the outer peripheral surfaces of the rotatory reels **2***a*, **2***b* and **2***c*. That is, a non-transparent region **24** other than the transparent display units **23***a*, **23***b* and **23***c* has a diffusion portion for diffusing light rays emitted from the forward illuminating devices **18***a* and **18***b*, on the other hand, the transparent display units **23***a*, **23***b* and **23***c* have no such diffusion portion. The entire liquid crystal display device **16** is illuminated with light emitted from the light sources **22***a* and **22***b* disposed at the upper and lower sides of the light guiding plate **20**. The transparent display units **23***a*, **23***b* and **23***c* in the liquid crystal display device **16** are made transparent or made by cutting out the reflecting plate **21** so as to prevent the reflecting plate **21** from reflecting light from the light sources **22***a* and **22***b*.

[**0093**] In the liquid crystal display device **16** of the present embodiment, symbols displayed on the rotatory reels **2***a*, **2***b* and **2***c* can be visibly observed through the transparent display units **23***a*, **23***b* and **23***c*, and an effect image can be displayed on the entire display screen including the transparent display units **23***a*, **23***b* and **23***c* and non-transparent region **24**.

[**0094**] Next, the switch liquid crystal display device **112** as the third display means will be explained with reference to **FIGS. 5 and 6**. **FIG. 5** shows a schematic vertical cross-sectional view of the switch liquid crystal display device **112**, and **FIG. 6** shows a schematic diagram showing a state of the switch liquid crystal display device **112** viewed from its front side.

[**0095**] As shown in **FIGS. 5 and 6**, the switch liquid crystal display device **112** has display shielding units **113***a*, **113***b* and **113***c* formed in an interface with the liquid crystal display device **16**.

[**0096**] As shown in **FIG. 6**, the display shielding units **113***a*, **113***b* and **113***c* are located at positions corresponding to the transparent display units **23***a*, **23***b* and **23***c* of the liquid crystal display device **16** in the switch liquid crystal display device **112**. Accordingly, in the pachi-slot machine of the embodiment, as shown in **FIGS. 4 and 6**, the transparent display units (**23***a*, **23***b* and **23***c*) and the display shielding units (**113***a*, **113***b* and **113***c*) are provided respectively by a plural number (three).

[**0097**] When the switch liquid crystal display device **112** is turned ON, all light from the backlights **17***a*, **17***b* and **17***c* and from the forward illuminating devices **18***a* and **18***b* are shielded by the display shielding units **113***a*, **113***b* and **113***c*. Therefore, the transparent display units **23***a*, **23***b* and **23***c* of the liquid crystal display device **16** cannot transparently display the symbols drawn on the outer peripheral surfaces of the rotatory reels **2***a*, **2***b* and **2***c* as the first display means. On the other hand, when the switch liquid crystal display device **112** is turned OFF, all the light emitted from the backlights **17***a*, **17***b* and **17***c* and from the forward illuminating devices **18***a* and **18***b* is allowed to pass in the display shielding units **113***a*, **113***b* and **113***c*. As a result, the transparent display units **23***a*, **23***b* and **23***c* of the liquid crystal display device **16** can transparently display the symbols drawn on the outer peripheral surfaces of the rotatory reels **2***a*, **2***b* and **2***c* as the first display means. In this case, the switch liquid crystal display device **112** is arranged to be turned ON and OFF in each of the display shielding units **113***a*, **113***b* and **113***c*.

[**0098**] And when the liquid crystal display device **16** as the second display means provides a predetermined display relating to a game result in a region including the transparent display units **23***a*, **23***b* and **23***c*, a display control device **140** (to be explained later) as the third display control means controls the display shielding units **113***a*, **113***b* and **113***c* to shield the display of the first display means, whereby the player can hardly visibly observe the display of the first display means or cannot visibly observe it at all.

[**0099**] With such an arrangement as mentioned above, when a specific image is displayed in the liquid crystal display device **16** as the second display means as shown in **FIG. 7** as an example, turning ON of the switch liquid crystal display device **112** simultaneously with it causes the display shielding units **113***a*, **113***b* and **113***c* to shield light emitted from the backlights **17***a*, **17***b* and **17***c* and from the forward illuminating devices **18***a* and **18***b*. As a result, the transparent display units **23***a*, **23***b* and **23***c* of the liquid crystal display device **16** cannot transparently display the symbols drawn on the outer peripheral surfaces of the rotatory reels **2***a*, **2***b* and **2***c* as the first display means. Accordingly since the specific image can be displayed while the player cannot observe the symbols drawn on the outer peripheral surfaces of the rotatory reels **2***a*, **2***b* and **2***c* through the transparent display units **23***a*, **23***b* and **23***c* shown by two-dot dashed lines in **FIG. 7**; an effect display based on the highly beautiful and fine image can be realized.

[**0100**] In this case, in areas of the transparent display units **23***a*, **23***b* and **23***c* shown by the two-dot dashed lines in **FIG.**